***Crowdfunding Template***

**TItle**:

Sub title:

*Choose a short, but catchy title. It is best to start with a verb or call to action.*

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**Campaign Tagline** *(Max 160 character) - This tagline will be added under the title on LG, add an explanation to support your title. Make use of the 160 characters (not more than 160)*

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**Summary**:

*This is a description of your project and gives the reader a clear idea of what the funds will be used for (max 50 words). Be sure to use a hook that would make want the reader to learn more.*

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**Project Image**: [Upload]

*This is the main image associated with the project! It's preferable to have the campaign title on the picture.*

**Project Overview**:

*Remember, this is for your target audience. Keep it short, yet informative, and include pictures throughout. Headers are an effective tool! Your goal is to connect with the reader and build a sense of trust. Be sure to answer the questions:*

* *What is the problem you see in your community?*

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* *What is your proposed solution and how is this innovative?*

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* *Who is the team behind the project? [add pictures too!] If you are an organization, add a brief about your organization with the logo in addition to the team.*

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* *How can supporters help? (donating, spreading the word, AND non-financial help!)*

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*(Approximately 300 words)*

**Estimated Budget Breakdown:**

*How will you use the funds raised? This can be an estimate. You will be asked to share how you actually use the funds with supporters after implementing the projects. Remember, you want to be transparent with your supporters about how the funds will be used. It is also important to think about the type of resources people would want to support (e.g. new books for a library vs. overhead costs for operations).*

| *Item(s)* | *Amount* |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

**Fundraising Goal:**

*How much money do you need to get your project off the ground?*

*Do you have a stretch goal? If you exceed your fundraising goal, how will you use the money?*

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**Project Impact**: \_\_\_\_\_\_\_\_\_\_

*What are the milestones for your project, and how will you plan to share updates with your supporters along the way?*

| *Milestone* | *Form of update (e.g. video, photos, product, etc.)* | *Timeline (weeks after project launch)* |
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**Social media links:**

Facebook:

Twitter:

Instagram:

LinkedIn:

Youtube:

Website:

Snapchat:

**Video:**

*The best videos are 1-3 minutes. Be sure to include an overview of your project, information about your team, and your ask. You can use* [*this template*](https://docs.google.com/document/d/1EI6P5ZkxOBJ0MQinBItnxZPwl8SCfuw5ft6IdqO-wjw/edit?usp=sharing) *to build your storyborad. This should not be a general organizational video-- be sure to make it specific to your campaign and speak directly to your supporters.* [*Watch some tips*](https://youtu.be/2p-2Phc4AB8) *to enhance your video.*

**Rewards:**

*What is the best way to say thank you to your supporters? Rewards can take a variety of forms: recognition that is linked to impact, thank yous and souvenirs, access to events, and objects created by the team.*

*Be ambitious in the reward levels, and be sure to have a reward for someone who is willing to fund the full amount of the project!*

*BuildPalestine can facilitate the creation and shipping of items that are designed for the project (e.g. tshirts, canva prints, totes)*

|  | *Reward Title* | *Reward Amount ($)* | *Reward Description* |
| --- | --- | --- | --- |
| Level 1 |  |  |  |
| Level 2 |  |  |  |
| Level 3 |  |  |  |
| Level 4 |  |  |  |
| Level 5 |  |  |  |
| Level 6 |  |  |  |